## BTEC Assignment Brief

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| **Qualification** | Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality |
| **Unit number and title** | **Unit 17: Market Research** |
| **Learning aim(s)** | **A:** Examine the types of market research used in business |
| **Assignment title** | What is market research? |
| **Assessor** | |
| **Issue date** | |
| **Hand in deadline** | |

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| **Vocational Scenario or Context** | You are working part time as a research assistant for a market research agency. The agency is looking to expand and is targeting small to medium enterprises as potential new clients. The business manager has asked you to put together a briefing paper which examines the types of market research used by organisations and the benefits of using specialist research agencies. |

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| **Task 1** | Before writing the paper, you will need to undertake some research into the types of market research used by a business of your choice. This could be a place of part time employment or somewhere you have worked at during a period of work placement.<br>The report will aim to justify the use of specialist marketing agencies for carrying out original market research.<br>You will start by explaining the range of market research methods used by a selected business. You should aim to cover the full range of methods used by the business but at the very least this must include at least two primary and two secondary methods of research. Throughout your explanation you should provide examples of how the research is used.<br>For each type of research the report will assess how appropriate and useful the method is at helping the business to meet the organisations marketing objectives and to inform decision making. For example, if the purpose of the research was to gauge consumer reaction to a new advertisement, then you will assess how well the methods that were used met the objectives, the reasons why and, if appropriate explain if an alternative method of research would have been more appropriate and why.<br>Finally, the paper will justify the use of specialist marketing agencies for carrying out original market research. To do this, you will need to give clear reasoning, with evidence to support your opinion, why small to medium enterprises should consider specialist external research agencies when conducting original new |

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| | market research. Again, appropriate and relevant examples should be used to support the judgements made.<br>The paper should be professionally presented and written using appropriate business language and terminology. |
| **Checklist of evidence required** | Briefing paper or report examining |

| **Criteria covered by this task:** | |
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| Unit/Criteria reference | To achieve the criteria you must show that you are able to: |
| 17/A.D1 | Justify the use of using specialist marketing agencies for carrying out original market research. |
| 17/A.M1 | Assess, using suitable examples, how different market research methods are appropriate in helping to meet marketing objectives and inform decision making. |
| 17/A.P1 | Explain the range of market research methods used by a selected business. |

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| **Sources of information to support you with this Assignment** | We are committed to ensuring that teachers/tutors and learners have a choice of resources to support their teaching and study. We would encourage them to use relevant resources for your local area such as local employers, newspapers and council websites.<br><br>www.thebalance.com/market-research-4073996<br><br>www.gov.uk/market-research-business<br><br>www.allbusiness.com/the-five-basic-methods-of-market-research-1287-1.html<br><br>www.ipsos-mori.com/ |
| **Other assessment materials attached to this Assignment Brief** | None |